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## South Africa - Republic of

**Post:** Pretoria

### Food and Beverage Trade Show Promotions

**Report Categories:**

Promotion Opportunities

**Approved By:**

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**Report Highlights:**

Trade Shows have buyers, distributors, are cost-effective, provide market research, and product testing. South Africa and the surrounding region boast a dynamic and growing demand for consumer-ready products. From January-September 2017, South African imports of Consumer-Oriented products from the United States totaled USD \$1.776 billion. FAS Pretoria is currently recruiting exhibitors for the 2018 Food and Hospitality Africa trade event, an opportunity to tap into this growing market, introduce new products, and establish new contacts or renew old ones.

**General Information:**

**DISCLAIMER:** The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information as dates are subject to change.

**SECTION 1: FAS WASHINGTON ENDORSED TRADE SHOW**

<b>Dates</b>	<b>Event</b>	<b>Location</b>	<b>Organizers Contact Details</b>
May 6- 8, 2018	<p><b>Food &amp; Hospitality Africa 2018</b></p> <p><a href="http://www.foodandhospitalityafrica.co.za">www.foodandhospitalityafrica.co.za</a></p> <p>Come join the USDA-endorsed USA Pavilion at Food &amp; Hospitality Africa (FHA), the continent food and beverage trade expo. The FAS Pretoria marketing team is preparing to welcome you to Johannesburg for FHA 2018, which brings together key decision-makers and buyers to engage with more than 180 exhibitors from over 20 countries. FHA is powered by the successful trade events; <b>HOSTEX</b>, the most established hospitality food service, and <b>IFEA</b>, Africa's international food and drink event. FHA 2018 promises to bring together leading retail and food service buyers, importers, distributors and wholesalers from across the continent, who will be looking to source innovative, high-quality food and beverage products.</p>	Gallagher Convention Center, Midrand, Johannesburg	<p><b><u>International</u></b></p> <p>James Murray International Sales Director Fresh RM and Montgomery Africa Tel: + 44 020 7886 3094 Email: <a href="mailto:James.Murray@freshmontgomery.co.uk">James.Murray@freshmontgomery.co.uk</a></p> <p><b><u>Africa</u></b></p> <p>Nick Sarnadas Food &amp; Hospitality Event Director Specialized Exhibitions Montgomery Africa Pty Ltd Tel: +27 10 003 3067 Email: <a href="mailto:nicks@specialised.com">nicks@specialised.com</a> Webpage: <a href="http://www.ifea.co.za">www.ifea.co.za</a></p>

## SECTION 2: TRADE SHOWS RECOMMENDED BY POST

Dates	Event	Location	Organizers Contact Details
May 25-27, 2018	<b>Good Food &amp; Wine Show</b> The Good Food & Wine Show is South Africa's largest culinary show which takes place in both Cape Town and Johannesburg. The show offers a networking platform for exhibitors, visitors, and food and beverage industry professionals the opportunity to interact face-to-face and get feedback and opinion on the spot. Major attractions taking place include Chefs Theatre whereby renowned local and international chefs showcase their masterful culinary skills in cooking demonstrations.	Cape Town International Convention Center, Cape Town	Daniel Bloch Sales & Operations Manager Fiera Milano Exhibitions Africa Tel: +27 21 702 2280 Mobile: +27 83 306 0579 Email: <a href="mailto:daniel@fieramilano.co.za">daniel@fieramilano.co.za</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a>
June 24-26, 2018	<b>Africa's Big 7 2018 (AB7)</b> Africa's Big Seven is co-located with SAITEX (Southern African International Trade Exhibition), and the Hotel Show Africa. Africa's Big 7 is Africa's international food & drink event which promises to bring together hundreds of global farm to fork suppliers including buyers and distributors from each segment of the buying community. SAITEX focus on product sourcing offering suppliers the opportunity to meet business partners, buyers, and importers. According to the show organizers the 2017 event recorded across the three days	Gallagher Estate, Johannesburg, South Africa	Paul Ramncwana Exhibition Sales Manager DMG Exhibition Management Services (EMS) Africa Tel: +27 11 783 7250 Email: <a href="mailto:paulramncwana@dmgeventsme.com">paulramncwana@dmgeventsme.com</a> <a href="http://www.dmgeventsme.com">www.dmgeventsme.com</a> <a href="http://www.africabig7.com">www.africabig7.com</a>

	over 250 exhibitors from 25 countries, and over 14,500 trade professionals. The hotel show Africa is a newly introduced show to stage second time during the AB7.		
July 27-29, 2018	<b>Good Food &amp; Wine Show</b> The Good Food & Wine Show is South Africa's largest culinary show which takes place in both Cape Town and Johannesburg. The show offers a networking platform for exhibitors, visitors, and food and beverage industry professionals the opportunity to interact face-to-face and get feedback and opinion on the spot. Major attractions taking place include Chefs Theatre whereby renowned local and international chefs showcase their masterful culinary skills in cooking demonstrations.	The Coca Cola Dome Northriding, Johannesburg	Daniel Bloch Sales & Operations Manager Fiera Milano Exhibitions Africa Tel: +27 21 702 2280 Mobile: +27 83 306 0579 Email: <a href="mailto:daniel@fieramilano.co.za">daniel@fieramilano.co.za</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a>

#### **SECTION 4: POST CONTACT INFORMATION**

Should you have any questions or comments regarding this report or need further assistance, please contact AgPretoria at the following:

Foreign Agricultural Service  
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Tel: +27 0 12 431 4057  
Fax: +27 0 12 342 2264  
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For more information on doing business in South Africa, and to see which high value products present important opportunities, please visit the Foreign Agricultural Service's website at:  
<http://www.fas.usda.gov> .

#### **Related Reports:**

[South Africa Exporter Guide](#)  
[Hotel, Restaurant & Institutional](#)  
[Retail Sector Report](#)